



News Release

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The TRUTH Targets Skiers with Anti-tobacco Messages

Brighton sponsorship aims to help youth avoid Big Tobacco manipulation

(Salt Lake City) – The Utah Department of Health (UDOH) is taking The TRUTH about tobacco to Brighton Ski Resort’s terrain park. The terrain park is where younger skiers practice high-risk stunts, and UDOH wants to encourage them not to take risks by smoking or chewing tobacco.

For the first time, The TRUTH is using chair lifts as a marketing tool. Funny cartoon strips featuring talking cigarettes can now be found on chair safety bars at the resort.

“Skiers spend about ten minutes on the lift between runs,” says David Neville, marketing coordinator for The TRUTH. “We’re using this downtime to educate youth about the dangers of tobacco.”

Monday nights are The TRUTH night all season long. Skiers get half-price night skiing on Mondays by printing a coupon from the www.FightTheUgly.com. Night skiers can also drop by a booth at the terrain park and enter to win prizes like an anti-tobacco snowboard or iPod.

More than 230,000 Utahns continue to use tobacco and more than 1,100 die annually as a result of their own smoking. For more information visit www.fighttheugly.com.

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The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.